

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM835291

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	LICENSE
<b>RESUBMIT DOCUMENT ID:</b>	900791051
<b>SEQUENCE:</b>	3

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Administraciones Profesionales de Vallarta, S.A. de C.V.		06/01/2023	Corporation: MEXICO

## RECEIVING PARTY DATA

<b>Name:</b>	Rinoval de Mexico, S.A. de C.V.
<b>Street Address:</b>	Paseo Cocoteros s/n
<b>Internal Address:</b>	Fraccionamiento Nuevo Vallarta
<b>City:</b>	Bahia de Banderas, Nayarit
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	63732
<b>Entity Type:</b>	Corporation: MEXICO

## PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
<b>Registration Number:</b>	6026366	MARIVAL
<b>Registration Number:</b>	6574627	MARIVAL DISTINCT

## CORRESPONDENCE DATA

**Fax Number:** 3124449027  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*  
**Phone:** 3128554330  
**Email:** dfumagalli@chuhak.com  
**Correspondent Name:** Daniel J. Fumagalli  
**Address Line 1:** 120 S. Riverside Plaza  
**Address Line 2:** Suite 1700  
**Address Line 4:** Chicago, ILLINOIS 60606

<b>NAME OF SUBMITTER:</b>	Daniel J. Fumagalli
<b>SIGNATURE:</b>	/Daniel J. Fumagalli/
<b>DATE SIGNED:</b>	08/29/2023

**Total Attachments: 3**

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## TERMINATION AGREEMENT OF TRADEMARK SUBLICENSE

This Agreement entered into by and between ADMINISTRACIONES PROFESIONALES DE VALLARTA, S.A. DE C.V., a Mexican *Sociedad Anonima de Capital Variable*, hereinafter referred to as the "Sublicensee," and RINOVAL DE MEXICO, S.A. DE C.V., a Mexican *Sociedad Anonima de Capital Variable*, hereinafter referred to as the "Sublicensor", each a "Party" and collectively hereinafter referred to as the "Parties".

### RECITALS

WHEREAS, Travel Management Consulting, Inc ("TMI"), an Illinois corporation, entered into a Trademark License Agreement with Alfonso Rizzuto ("Owner") dated January, 1st, 2022 ("Master License Agreement") for the license and right to sublicense the use of the below-listed trademarks ("Trademarks") *inter alia*. TMI acquired the right to license others to use of the Trademarks.

Rinoval de Mexico, SA de CV to Administraciones Profesionales de Vallarta, S.A. de C.V.				
	Seria Number	Reg Number	Word Mark	Class(es)
1	90479082	6574627	Marival Distinct	43 and 44
2	87548432	6026366	Marival	43 and 44

WHEREAS, Sublicensor entered into a Trademark Sublicense Agreement with TMI dated January 1<sup>st</sup>, 2022 for the license and right to sublicense the Trademarks. Sublicensor acquired the right to license others to use of the Trademarks.

WHEREAS, Sublicensor entered into a Trademark Sublicensing Agreement with the Sublicensee, effective January 1, 2022 (the "Sublicense"), for the purpose of granting the use of the Trademarks.

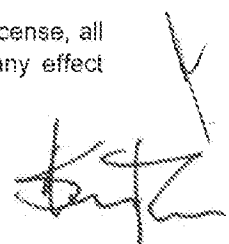
WHEREAS, on December 29, 2022, a Memorandum of the SubLicense was registered with the USPTO, as identified in Reel/Frame No. 7974/0798 by the USPTO.

WHEREAS, on June 1, 2023, Owner transferred his rights to the Trademarks and the Master License to Piangu Holdings, Inc., a corporation incorporated under the laws of Canada.

WHEREAS, thereafter, on June 1, 2023, Piangu Holdings, Inc. assigned and transferred the Trademarks and the Master License to Touristic Trade Consulting, Inc., a Delaware corporation.

NOW THEREFORE, it is hereby agreed by and between the Parties, as follows:

1. RECITALS. The Parties hereby agree that the aforementioned Recitals are contractual and form a part of this Agreement.
2. EARLY TERMINATION. Both Parties agree to terminate the Sublicense prematurely. The termination will take effect from the date of signing this Agreement and shall be immediately enforceable.
3. EXTINGUISHMENT OF OBLIGATIONS. With the termination of the Sublicense, all obligations and rights derived from the Sublicense shall be extinguished and without any effect between the parties.



4. DELIVERY OF DOCUMENTATION. If and when applicable, the Sublicensee undertakes to return to the Sublicensor all documents, materials, and elements related to the licensed Trademarks, including but not limited to logos, digital files, usage manuals, and any other material provided by the Licensor for the exercise of the Sublicense. The return shall be completed within 10 days following the Sublicensor's request.

5. CONFIDENTIALITY. Both Parties agree to maintain the confidentiality of all information and documentation provided by the other Party during the term of the Sublicense. This obligation of confidentiality shall continue to exist after the termination of the Sublicense.

6. APPLICABLE LAW AND JURISDICTION. This Agreement shall be governed and interpreted in accordance with the laws of the United States. Any dispute arising from this Agreement shall be submitted to the competent courts located in Chicago, Illinois.

The Parties, duly represented, express their agreement and sign this Termination Agreement of Trademark Sublicense on June 1, 2023.

**SUBLICENSOR:**

RINOVAL DE MEXICO, S.A. DE C.V.

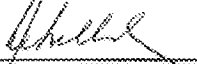
By:  \_\_\_\_\_

Name: Hector Salvador Ramos Leos.

Title: General Representative.

**SUBLICENSEE:**

ADMINISTRACIONES PROFESIONALES DE VALLARTA, S.A. DE C.V.

By:  \_\_\_\_\_

Name: Maria Silvia Ceballos Leon.

Title: General Representative.

